

5 JAN 1977

Mr. John R. Miller III
President and Publisher
Equal Opportunity Publications Inc.
P. O. Box 202
Centerport, Long Island, NY 11721

Dear Mr. Miller:

Thank you for your letter to Mr. Bush of 8 December regarding CIA recruitment advertising in your publications.

This is to advise that we have revised our advertisement so that copy in the future will not include any sexist connotations and will relate to all readership audiences.

Your interest in our program to recruit qualified minority graduates is appreciated.

Sincerely,

F. W. M. Janney

F. W. M. Janney
Director of Personnel

Distribution:

Orig - Adse
1 - ER
1 - D/Pers
1 - RD

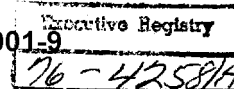
OP/RD/

[Redacted Box]

Approved For Release 2004/02/19 : CIA-RDP80M00165A001200110001-9

TRANSMITTAL SLIP	
TO: ER	
ROOM NO. 7E 12	BUILDING Headquarters
REMARKS: Revision of 15 December 1976	
FROM: Director of Personnel	

Approved For Release 2004/02/19 : CIA-RDP80M00165A001200110001-9



CENTRAL INTELLIGENCE AGENCY
WASHINGTON, D. C. 20505

21 December 1976

Ms. Julie Kisielewski
Publicity Chair, Committee on
Women in Public Administration
National Capital Area Chapter
American Society for Public
Administration
1225 Connecticut Avenue, N.W.
Washington, D.C. 20036

Dear Ms. Kisielewski:

Thank you for your letter of November 28 concerning the CIA recruitment advertisement. You are dead right and the revised language of our new ads will avoid sexist pitfalls.

Sincerely,

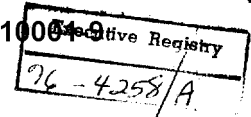
E. H. Knoche
Deputy Director

RECEIVED

P-1.21

The Director
Central Intelligence Agency

Approved For Release 2004/02/19 : CIA-RDP80M00165A001200110001-9



Washington, D.C. 20505

Ms. Julie Kisielewski
Publicity Chair, Committee on
Women in Public Administration
National Capital Area Chapter
American Society for Public
Administration
1225 Connecticut Avenue, N. W.
Washington, D. C. 20036

Dear Ms. Kisielewski:

Thank you for your letter of 28 November 1976 regarding the CIA recruitment advertisement in the Fall 1976 issue of Equal Opportunity: The Minority Student Magazine.

While the possibility may exist that women would be discouraged from applying for employment because of the use of the word "men" in the descriptive sentence of the advertisement, we are convinced that most individuals will recognize the generic sense of the word, particularly in the context of the sentence in which it was used. Also, you will note that the sentence in question concerns a textbook-type description of "intelligence" and has no reference whatsoever to potential applicants. I might add that sometime prior to your letter, we made a decision to reformat our recruitment advertising. The wording is different from the advertisement you read, and I do not believe it is objectionable in any way.

We appreciate your concern for our advertisement and wish to encourage your continued interest in our efforts toward minority recruitment and contact.

Sincerely,

George Bush

(Signed) F. W. M. Jernow

15 DEC 1976

Originator: _____
Director of Personnel

Date

Distribution:

Orig - Adse
1 - DCI
1 - DDCI
1 - ER
2 - DDA
1 - D/EEO
2 - D/Pers (1 w/held)
1 - DD/Pers/R&P

O/EEO/[redacted] (8 Dec 76)

OD/Pers [redacted] (10 Dec 76)

Revised-O/DCI:Retyped-OD/Pers:bkf (15 Dec 76)

STAT
STAT

Executive Registry

76-4258/A

Ms. Julie Kisielewski
Publicity Chair, Committee on
Women in Public Administration
National Capital Area Chapter
American Society for Public
Administration
1225 Connecticut Avenue, N. W.
Washington, D. C. 20036

Dear Ms. Kisielewski:

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We appreciate your concern for our advertisement and wish to encourage your continued interest in our efforts toward minority recruitment and contact.

Sincerely,

George Bush

Careers in foreign intelligence.

Intelligence in today's world is a complex affair. It must warn our Government of new generations of intercontinental missiles being developed, it must be attentive to foreign threats to America's strength and well-being, and it must identify political problems around the world which can adversely affect our interests.

It provides American policy makers with critical information and reasoned assessments about the complex foreign political, economic, and military challenges to our national security and welfare. It is designed to help us to achieve and to live in peace, rather than to protect us just in time of war. It has become an important and permanent element of our national foreign policy structure.

The Agency is interested in attracting individuals to this endeavor who are resourceful, of good character, and who are willing to accept responsibility, to serve at distant posts if need be, and to devote their talents and energies to tasks which often must remain anonymous. They should be strongly motivated by the desire to participate in a public service vital to the security of the United States.

Some Career fields of current interest:

Economics	Languages (Russian, Eastern European,
Foreign Area Studies	Middle Eastern, and Oriental)
Mathematics	Electrical Engineering
Computer Science	Physics
	Chemistry

The Agency also has a Summer Intern Program in foreign studies for students who will be in graduate school in the fall of 1977.

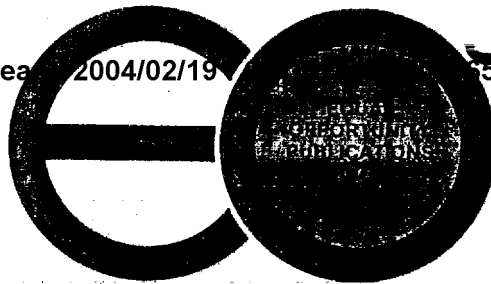
All positions are in the Washington, D.C. area; some offer opportunities for Foreign Travel; U.S. Citizenship is required.

To be considered for a career in the Intelligence Profession, interested senior and graduate students completing work in the above are invited to send a complete resume to:



Central Intelligence Agency
P.O. Box 9312
Rosslyn Station
Arlington, Virginia 22209

An Equal Opportunity Employer



PUBLISHERS OF



December 8, 1976

Mr. George H. Bush
Director
Central Intelligence Agency
Washington, D.C. 20505

Dear Mr. Bush:

I received the attached letter regarding the ad that you ran in our Fall edition of Equal Opportunity Magazine and I thought you should know that we do publish a career magazine for women called, "The Collegiate Woman's Career Magazine."

As far as we are concerned, your ad in our Fall edition relates to the majority audience of our readership which happens to be male multi-ethnic, so your copy approach certainly is in line with relating to our audience.

We are hoping that at some point in the future you will elect to also advertise in our Collegiate Woman's Career Magazine in which case the statement in the attached letter will be changed to "women."

Since you are a good advertising client of ours, I did feel it important to respond to you from where we view your ad in our Magazine.

Let me take this opportunity to thank you again for your interest and support in recruiting minority talent through the pages of Equal Opportunity Magazine. Both of our Winter, 1977 editions--closing date December 15, 1976--will be our record editions, and we are hopeful you will be with us.

Sincerely,

John R. Miller III
President and Publisher

JRM:da
enc.

ADVERTISING SALES OFFICES

• NEW YORK -

EQUAL OPPORTUNITY PUBLICATIONS INC., P.O. BOX 202, CENTERPORT, L.I., N.Y. 11721 TEL. [516] 261-8899

EQUAL OPPORTUNITY PUBLICATIONS INC., 135 E. 44th STREET, NEW YORK, N.Y. 10017 TEL. [212] 986-1959

Approved For Release 2004/02/19 : CIA-RDP80M00165A001200110001-9

AMES K. LEVITT & ASSOC. INC. (JIM REYNOLDS), 13208 SATICOY ST., N. HOLLYWOOD, CALIF. 91605 TEL. [213] 875-1517



AMERICAN SOCIETY FOR PUBLIC ADMINISTRATION

Approved For Release 2004/02/19 : CIA-RDP80M00165A00120011000109

1225 CONNECTICUT AVENUE NW WASHINGTON, DC 20038 (202) 785-3255

November 28, 1976

Nesta M. Gallas
President

H. George Frederickson
President-Elect

Kelth F. Mulrooney
Executive Director

Council

Anita F. Alpern
Warren Bennis
Juanita C. Blankenship
Raymond D. Bodnar
Michael A. Carroll
C. Charles Christie, Jr.
Patrick J. Conklin
Ronald J. Cristando
Ernest A. Engelbert
Michael Fischettl
Vinton D. Fisher
H. George Frederickson
A. Lee Fritschler
Nesta M. Gallas
Kathryn H. Godwin
Edward K. Hamilton
Randy H. Hamilton
Robert C. Harrall
Randy Harrison
Beverly J. Hawkins
Harry L. Hufford
Maynard Jackson
William A. Jones, Jr.
Fred A. Kahn
Elliot H. Kilne
Morton Kroll
Walter N. Lambert
Thomas D. Lynch
Marjorie Maki
Douglas R. Martin
Hugh F. McKenna
Linda C. McNish
Chester A. Newland
Edward P. Pazicky
John Rehlfuss
Godfrey E. Richey
Salvatore G. Rotella
Philip J. Rutledge
Wendell G. Schaeffer
Walter F. Scheffer
Frank P. Sherwood
Frank R. Spence
Kenneth C. Tollenaar
Graham W. Watt
James S. Wilson, Jr.
Wanda C. Woolcot

Mr. George H. Bush
Director, Central Intelligence Agency
Washington, D.C. 20505

Dear Mr. Bush:

The enclosed ad for careers in the CIA appeared on page 57 of the Fall 1976 issue of "Equal Opportunity: The Minority Student Magazine."

While we were delighted to see you were recruiting for minorities, we were dismayed with the first sentence: "In international affairs, intelligence is knowledge--accurate, objective knowledge and understanding of men and events throughout the world." (my underlining)

This kind of statement excludes the many women in leadership positions throughout the world and would discourage minority women from considering a career with CIA. Most persons would not consider "men" in this context to include women. Those who feel "men" is a generic term are usually persuaded by the short film, Included Out, in which a woman decides to enter the door marked "MEN," having been assured that statements about men include women.

The Committee on Women in Public Administration is working on barriers to women in the profession of public administration. We hope that by bringing such inadvertent slips to the attention of the appropriate officials we can open a few doors to qualified women.

Sincerely,

Julie Kisielski
Publicity Chair
Committee on Women in Public
Administration
National Capital Area Chapter
American Society for Public
Administration

Another Record...

BY EQUAL OPPORTUNITY PUBLICATIONS, INC. . . .

100 Career Fields Offered
Near Opportunities from Over 100 Leads
THE NATION'S ONLY MUL

FALL 1975

WOMAN'S CAREER

OPPORTUNITY

**THE WINTER, 1976/77 EDITIONS OF
THE NATION'S LEADING AFFIRMATIVE ACTION
RECRUITMENT PUBLISHER FOR WOMEN AND
MINORITIES WILL SET ANOTHER ADVERTISING
RECORD—LARGEST IN 8 YEARS!**

**DON'T MISS
ADVERTISING
IN OUR WINTER
1976/77
EDITIONS!
CLOSING DATE
Dec. 15, 1976**

YESTERDAY TODAY TOMORROW

Approved For Release 2004/02/19 : CIA-RDP80M00165A00

☐ UNCLASSIFIED☐ INTERNAL
USE ONLY☐ CONFIDENTIAL☐ SECRET

Approved For Release 2004/02/19 : CIA-RDP80M00165A001200110001-9

SUBJECT: (Optional)

DD/A Registry

76-6149

FROM: F. W. M. Janney
Director of Personnel
5E 58, Headquarters

EXTENSION

NO.

PERS 10-3676

DATE

10 DEC 1976

STAT

TO: (Officer designation, room number, and building)

DATE

RECEIVED

FORWARDED

OFFICER'S
INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1. Deputy Director for
Administration
7D 26, Headquarters

2.

3.

4. Director of Central
Intelligence
7E 12, Headquarters

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

Ms. Julie Kisielewski, the Publicity Chairman, Committee on Women in Public Administration, American Society for Public Administration, wrote to Mr. Bush concerning an ad for careers in CIA which appeared on page 57 of the Fall 1976 issue of Equal Opportunity: The Minority Student Magazine. (See Tab A.) We had used the word "men" in a generic sense in that particular ad, and she took issue with us on that matter.

The Office of Personnel was furnished the action copy and a copy was sent to the Office of Equal Employment Opportunity for information. Attached at Tab B is a suggested response to Ms. Kisielewski which was drafted by [redacted] of EEO with additions by the Office of Personnel.

Attached at Tab C is a copy of our new standard for ads. The text is word for word from our new brochure.

F. W. M. Janney

The foreign intelligence profession.

In international affairs, intelligence is knowledge — accurate, objective knowledge and understanding of men and events throughout the world. The Central Intelligence Agency has a vital role in providing the information our Government's leaders need in making their decisions.

Its interests are broad and the CIA seeks people trained in such fields as:

Information Science
Economics
Electrical Engineering
Foreign Area Studies
Mathematics
Photo Science

Foreign Languages
Russian
Eastern European
Middle Eastern
Oriental

The Agency also has a Summer Intern Program in foreign studies for students who will be in graduate school in the fall of 1977.

All positions are in the Washington, D.C. area; some offer opportunities for Foreign Travel; U.S. Citizenship is required.

To be considered for a career in the Intelligence Profession, interested senior and graduate students completing work in the above are invited to send a complete resume to:



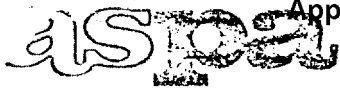
Central Intelligence Agency
P.O. Box 9312
Rosslyn Station
Arlington, Virginia 22209

An Equal Opportunity Employer

176-4258

To Advance the Science, Progresses and Art of Public Administration

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Kathryn H. Godwin
Edward K. Hamilton
Randy H. Hamilton
Robert C. Harrall
Randy Harrison
Beverly J. Hawkins
Harry L. Hufford
Maynard Jackson
William A. Jones, Jr.
Fred A. Kahn
Elliot H. Kline
Morton Kroll
Walter N. Lambert
Thomas D. Lynch
Marjorie Makl
Douglas R. Martin
Hugh F. McKenna
Linda C. McNish
Chester A. Newland
Edward P. Pazicky
John Pehfuss
Godfrey E. Richey
Salvatore G. Rotella
Philip J. Rutledge
Wendell G. Schaeffer
Walter F. Scheffer
Frank P. Sherwood
Frank R. Spence
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Director, Central Intelligence Agency
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Sincerely,

A handwritten signature in cursive script, reading 'Julie Kisielski'.

Julie Kisielski
Publicity Chair
Committee on Women in Public
Administration
National Capital Area Chapter
American Society for Public
Administration

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